

California Carpet Stewardship Workshop

April 16 and 17, 2014

To email a question or comment: Carpet@calrecycle.ca.gov

Public notices: agenda & resources

- [April 16 - Sacramento workshop](#)
- [April 17 - Lakewood workshop](#)

To email a question or comment: Carpet@calrecycle.ca.gov

Agenda

Welcome & Introductions

10:00 – 10:15 am

Moderator: Brenda Smyth, CalRecycle.

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Agenda

Introduction to California Carpet Stewardship Plan and Implementation Update

10:15 – 10:45 am

- Presenter: Brennen Jensen, Carpet America Recovery Effort (CARE), California Program Manager.
- Clarifying questions may be asked

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Agenda

Collection, Sorting, and Processing

10:45 am - noon

Panelists April 16:

- Ron Greitzer, LA Fiber
- Doug Kobold, County of Sacramento
- Tim Dewey-Mattia, Napa Recycling
- Wes Nelson, GreenWaste
- Brennen Jensen, CARE

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Agenda

Collection, Sorting, and Processing

10:45 am - noon

Panelists April 17:

- Ron Greitzer, LA Fiber
- Cleve Buie, Carpet Solutions
- Kenny Lampton, City of Los Angeles
- Brennen Jensen, CARE

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Agenda

Collection, Sorting, and Processing

10:45 am - noon

Topics:

1. Collection strategies and opportunities
2. Reducing collection costs
3. Incentives for collection – pros and cons
4. Maintaining clean and dry carpet
5. Separation by fiber type, equipment needs, labeling
6. Current incentive levels, adequacy, & duration
7. Processing trends, expansion within CA

Agenda

Lunch (no-host)

Noon to 12:50

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Next session starts at 1 pm

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Agenda

Market Development: Creating and Selling New Carpet-derived Products

1:00 pm – 2 pm

Panelists April 16:

- Mike Tinney, Tinney Associates
- Bonni Walter, CalTrans
- Chris Thoma, City of Sacramento
- Ron Greitzer, Reliance Carpet Cushion
- Eric Nelson, Interface.

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Agenda

Market Development: Creating and Selling New Carpet-derived Products

1:00 pm – 2 pm

Panelists April 17:

- Mike Tinney, Tinney Associates
- Andrea Altmann, City of San Diego
- Karl Bruskotter, City of Santa Monica
- Ron Greitzer, Reliance Carpet Cushion
- Eric Nelson, Interface.

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Market Development: Creating and Selling New Carpet-derived Products

1:00 pm – 2 pm

- Encouraging demand for recycled carpet materials, “carpet derived materials”
- Expanding opportunities for secondary product manufacturers (in-state and domestically)
- Increasing product availability and demand
- Information for procurement officials and buyers

Agenda

Opportunities for Education and Outreach

2:00- 2:45 pm

Panelists April 16:

- Brennen Jensen, CARE
- Heidi Sanborn, California Product Stewardship Council
- Shana Levy McCracken, Gigantic Idea Studio, Inc.
- Russ Delozier, J&J Industries

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Opportunities for Education and Outreach

2:00- 2:45 pm

Panelists April 17:

- Brennen Jensen, CARE
- Namju Cho, S. Groner Associates, Inc. (SGA)
- Russ Delozier, J&J Industries

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Agenda

Opportunities for Education and Outreach

2:00- 2:45 pm

- Current trends in (EPR/behavioral change) marketing, outreach and education
- Education and outreach in current program design
- Strategies for best use of educational resources moving forward

Agenda

**Wrap up, closing remarks
2:45-3:00 pm**

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CARE Carpet Contacts

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(CA Carpet Stewardship)

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(Carpet Home Page)

Resources

1. [Agenda](#)
2. [California Carpet Stewardship Plan](#)
3. [2013 Product Portfolio, Post-Consumer Carpet Derived Products](#)
4. [Buy Green: Environmental Performance Specifications for Carpet](#)
5. [I am Certified, Now What?](#)
6. [How to do Business with the State](#) (presentation)
7. [How to do Business with the State](#) (brochure)
8. [EPA CPG Supplier Directory Form](#)
9. [CalTrans New Product Submittal Form](#)
10. Video: <http://youtu.be/zFQdcDqv5jg> (tells recycling story)